

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re: Attorney Docket No. SEFC-100USIn re application of: D. Fishteyn, et al.Serial No.: 10/801,199Filed: March 16, 2004Matter No.: 1182.006Group Art Unit: 2416Examiner: Nguyen Hoang NgoPhone No.: 571-272-8398For: System and Method for Delivering Pay for Performance Advertising in Conjunction with Distributed Media Content**COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The Notice of Allowability mailed on September 17, 2009 contains an Examiner's Statement of Reasons for Allowance ("the Statement").

According to the Statement, the closest prior art of record does not disclose "determining a deviation for each of the plurality of traffic data parameters of the user traffic data based on the comparison; weighting the deviation for each of the plurality of traffic data parameters with a predetermined weight assigned to each of the plurality of traffic data parameters; and combining each of the weighted deviations to arrive at the traffic quality ranking."

The Statement appears to cite only a portion of the claim language from independent claims 33-35 and 42-44. The Applicants submit that these independent claims include additional language not cited by the Examiner, reciting additional features, that as a whole, render these claims patentable over the art of record.

In general, to the extent that the Statement differs from the language of any of independent claims 33-35 and 42-44, the Applicants object to the Statement, and reject any narrowing or limitations that might possibly result from such differences.

Respectfully submitted,

Date: September 29, 2009

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